

STATEMENT SUPPORTING COMMISSIONER SCOTT GOTTLIEB'S AGENDA FOR TOBACCO CONTROL

We applaud Commissioner Scott Gottlieb's recent announcement on the FDA's new approach to tobacco control regulation. It is clear that the actions announced are an outgrowth of the FDA's recognition of a continuum of risk in tobacco and nicotine products. Implementing these actions will provide an opportunity to radically reduce tobacco-related death and disease over the coming years.

We are particularly encouraged by the proposed regulatory regime based on harm reduction. Regulations should favor less harmful products over more harmful. Extending timelines for non-combustible products to be reviewed and for product standards to be developed is a commonsense approach that will protect the public while allowing for innovation of far less harmful non-combustible nicotine products.

We are alarmed by the studies and polls that show many smokers continue to believe, contrary to the available scientific evidence, that non-combustible sources of nicotine are comparable to or even more dangerous than smoking cigarettes. We continue to urge the federal government—including the FDA, the CDC, and the Surgeon General—to truthfully communicate with consumers—especially smokers—about the continuum of risk in tobacco and other products that deliver nicotine. Consumers need to know that combusted tobacco smoke is by far the most deadly form of nicotine delivery. The July 28 announcement was a great beginning.

We all agree that the FDA should take a rational approach to regulation that will effectively protect kids. We welcome the FDA's upcoming assessment of the impact of flavors—including menthol—in tobacco products.

Finally, we believe the time is ripe for serious dialogue and accompanying research on the effects of the federal government proposing a reduction of nicotine in combustible tobacco products.

The FDA's new plan for tobacco and nicotine regulation has the potential to be a key moment in the demise of combustible tobacco products. We appreciate the leadership of Commissioner Gottlieb and Center for Tobacco Products Director Mitchell Zeller and look forward to participating in the process to update the regulatory structure under the framework of harm reduction that can more effectively prevent the hundreds of thousands of deaths that occur in our country each year due to smoking.

This document is endorsed by:

David B. Abrams, PhD. Professor, Dept. of Social and Behavioral Sciences, NYU
College of Global Public Health, New York University

Clive D. Bates, Director, Counterfactual, Former Director Action on Smoking and Health
UK – 1997-2003

Abigail S. Friedman, Ph.D., Assistant Professor, Department of Health Policy and
Management, Yale School of Public Health

Dorothy Hatsukami, PhD., Professor of Psychiatry, University of Minnesota

Cheryl G. Heaton, DrPH., Dean and Professor, NYU College of Global Public Health, Director,
Global Institute for Global Health, New York University

Mark A.R. Kleiman, PhD., Professor of Public Policy. New York University, Marron Institute of
Urban Management

Tom Miller, Attorney General of Iowa

Raymond Niaura, PhD., Professor of Social and Behavioral Sciences, College of Global Public Health, New York University

Vaughan W. Rees, PhD., Lecturer on Social and Behavioral Sciences, Director, Center for Global Tobacco Control, Department of Social and Behavioral Sciences, Harvard T.H. Chan School of Public Health

Steven A. Schroeder, MD, Distinguished Professor of Health and Health Care, Director, Smoking Cessation Leadership Center, University of California, San Francisco

Michael Siegel, MD, MPH, Professor, Department of Community Health Sciences, Boston University School of Public Health

David T. Swenor J.D., Adjunct Professor, Faculty of Law, University of Ottawa. Centre for Health Law, Policy & Ethics, University of Ottawa

Kenneth E. Warner, PhD., Avedis Donabedian, Distinguished University Professor of Public Health, University of Michigan.

Daniel Wikler, Ph.D., Mary B. Saltonstall, Professor of Ethics and Population Health
Department of Global Health & Population

Derek Yach, Consultant, Former Executive Director WHO Noncommunicable diseases and Chief Health Officer, Vitality.